

Amendments to the Claims:

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Original) An image forming apparatus, comprising:
a roll receiving portion for receiving a continuous recording sheet wound into a roll shape;
a sheet transporting portion for transporting the continuous recording sheet from the roll receiving portion;
a cutting portion for cutting the continuous recording sheet that is sent out, into a desired size;
an image forming portion for forming a toner image on a recording sheet;
a fixing portion for fixing the toner image to the recording sheet by heating the recording sheet on which the toner image is formed;
a cooling portion for cooling the recording sheet to which the toner image has been fixed; and
a curl correcting portion for correcting a curl of the recording sheet when the recording sheet is cooled.
2. (Original) An image forming apparatus according to claim 1, wherein:
the cooling portion includes a flat region for retaining the sheet flat, and cools the recording sheet from at least one side surface thereof in the flat region; and
the curl correcting portion is a pressing member for retaining the recording sheet, which is transported to the flat region, flat.
3. (Original) An image forming apparatus according to claim 1, wherein:
the cooling portion is a heat sink including a flat region;

the curl correcting portion includes multiple pressing rolls that are rotatable and press the recording sheet transported to the flat region toward a flat region side; and

of the multiple pressing rolls, a pressing roll arranged on a downstream side in a transport direction of the recording sheet has a rotational speed higher than the rotational speed of a pressing roll arranged on an upstream side in the transport direction of the recording sheet.

4. (Original) An image forming apparatus according to claim 1, wherein the fixing portion, the cooling portion, and the curl correcting portion compose a belt fixing device,

the belt fixing device including:

a heating roll;

a tension roll;

an endless fixing belt that is rotatably stretched between the heating roll and the tension roll;

a pressurizing rotating member that is press-contacted with the heating roll through the endless fixing belt; and

a heat sink that contacts the flat region from an inside of the flat region, the flat region being arranged on a downstream side of the heating roll in a rotational direction of the endless fixing belt,

wherein the recording sheet is brought into close contact with the endless fixing belt in a press-contact portion between the heating roll and the pressurizing rotating member, and transported and cooled while being in close contact with the endless fixing belt.

5. (Original) An image forming apparatus, comprising:

- a roll receiving portion for receiving a continuous recording sheet wound into a roll shape;
- a sheet transporting portion for transporting the continuous recording sheet from the roll receiving portion;
- a cutting portion for cutting the continuous recording sheet that is sent out, into a desired size;
- an image forming portion for forming a toner image on the recording sheet;
- a first fixing portion for fixing the toner image to the recording sheet by heating the recording sheet on which the toner image is formed;
- a second fixing portion for fixing the toner image to the recording sheet by heating the recording sheet on which the toner image is formed;
- a cooling portion for cooling the recording sheet to which the toner image has been fixed;
- a curl correcting portion for correcting a curl of the recording sheet when the recording sheet is cooled; and
- a selecting portion for selecting between a first mode in which the recording sheet on which the toner image is formed is passed through only the first fixing portion and a second mode in which the recording sheet is passed through all of the first fixing portion, the second fixing portion, the cooling portion, and the curl correcting portion.

6. (Original) An image forming apparatus according to claim 5, wherein the second fixing portion, the cooling portion, and the curl correcting portion compose a belt fixing device,

the belt fixing device including:

- a heating roll;

a tension roll;

an endless fixing belt that is rotatably stretched between the heating roll and the tension roll;

a pressurizing rotating member that is press-contacted with the heating roll through the endless fixing belt; and

a heat sink that contacts the flat region from an inside of the flat region, the flat region being arranged on a downstream side of the heating roll in a rotational direction of the endless fixing belt,

wherein the recording sheet is brought into close contact with the endless fixing belt in a press-contact portion between the heating roll and the pressurizing rotating member, and transported and cooled while being in close contact with the endless fixing belt.

7. (Original) An image forming apparatus according to claim 5, wherein the selecting portion selects between the first mode and the second mode based on a type of the recording sheet.

8. (Original) An image forming apparatus according to claim 5, wherein the selecting portion selects the second mode in a case where the recording sheet is obtained by cutting the continuous recording sheet wound into a roll shape.

9. (Original) An image forming apparatus according to claim 5, wherein the cooling portion cools the recording sheet from a surface side of the recording sheet on which the toner image is formed.

10. (Original) An image forming apparatus according to claim 1, wherein the toner image is formed on an outer surface of the continuous recording sheet wound into a roll shape.

11. (Original) An image forming apparatus according to claim 1, wherein:
a surface of the continuous recording sheet wound into a roll shape is coated with a thermoplastic resin layer; and
the toner image is formed on the surface coated with the thermoplastic resin layer.

12. (Original) An image forming apparatus according to claim 1, wherein:
the continuous recording sheet wound into a roll shape includes:
a base formed by coating one of one side and both sides of an original with a polyolefin resin coated layer; and
a thermoplastic resin layer coated on a surface of the base; and
the toner image is formed on the surface coated with the thermoplastic resin layer.

13. (Original) An image forming apparatus according to claim 1, wherein:
a surface of the continuous recording sheet wound into a roll shape is coated with a thermoplastic resin layer;
the toner image is formed on the surface coated with the thermoplastic resin layer; and
the toner image is embedded into the thermoplastic resin layer by fixing.

14. (Original) An image forming apparatus according to claim 1, wherein:
a surface of the continuous recording sheet wound into a roll shape is coated with a thermoplastic resin layer;
the toner image is formed on the surface coated with the thermoplastic resin layer;
the toner image is embedded into the thermoplastic resin layer by fixing; and

the toner image is fixed to an inside of the thermoplastic resin layer by cooling.

15. (Original) An image forming apparatus according to claim 1, wherein the recording sheet on which a residual curl remains after curl correction is curled such that a surface on which the toner image is formed faces outward.

16-27. (Canceled)